DATE: 10/30/90	SALES INFORMATION SYSTEM	TIME: 10:14
SUBJECT: WAKEFERN FOOD (SHOP RITE)	SENDER: NICK KURUC 1240	

TO: ALL DM'S WITH SHOP RITE STORES

SUBJECT: WAKEFERN FOOD CORPORATION (SHOP RITE SUPERMARKETS)

DEAR MANAGERS:

AS INFORMATION, WAKEFERN FOOD IS DOWN - 15.7% IN BUSINESS YEAR TO DATE. WAKEFERNS MERCHANDISING DEPARTMENT DOES NOT BELIEVE THAT ITS STORES ARE DOING AN ADEQUATE JOB OF ADDRESSING THE GROWTH OF SINGLE PACK SALES VERSUS THE DECLINE OF FULL CARTON SALES. A MAJOR PACKAGE MERCHANDISING PRESENTATION WAS MADE TO THE BUYING COMMITTEE ON OCTOBER 29. ADDITIONALLY, A SPECIAL 19" FRONT EXPRESS CHECKLANE DISPLAY HAS BEEN MADE FOR SHOP RITE STORES. MURDOCH COMMUNICATION HAS ALSO DEVELOPED A MAGAZINE POCKET FOR THE NON BELTLINE SIDE.

AT THIS TIME I'M ASKING THAT YOU CONTACT ALL INDEPENDENTLY OWNED SHOP RITE STORES, AND MEMBER GROUPS (OF YOUR RESPONSIBILITY) TO RE-PRESENT THE EXPRESS CHECKLANE PROGRAM, NSS II PACK PROMOTIONAL DISPLAY, OR TEMPORARY PACK PROMOTION DISPLAYS.

IF YOU DIVISION DOES NOT HAVE ANY INDEPENDENT SHOP RITES OR IF YOU ARE NOT RESPONSIBLE FOR A SHOP RITE GROUP, PLEASE TREAT THIS AS INFORMATION ONLY.

IF YOU HAVE ANY QUESTIONS REGARDING THE ABOVE, PLEASE CONTACT ME PRIOR TO MAKING ANY PRESENTATIONS.

THANK YOU.

REGARDS,
NICK
G. N. KURUC, JR.

GNK/FR
M-2
CC: APPLICABLE RSM'S
NASA

*** END OF MESSAGE ***

D.M. 11/1/90
T&D. 11/1/90
S.R.M. 11/1
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